

For Immediate Release
April 3, 1997

Contact: Susan Towler
(904) 791-6803

James Barnes
(904) 791-6935

Blue Cross and Blue Shield of Florida Announces New Appointments and Organizational Structure

JACKSONVILLE -- Blue Cross and Blue Shield of Florida (BCBSF) announced today 10 new executive appointments that reflect the company's initiative to redesign its organizational structure to better serve customers' needs.

"Blue Cross and Blue Shield of Florida is moving forward with a new structure that will help us exceed our customers' expectations and will build on our success as Florida's health care leader," said BCBSF President and Chief Operating Officer Michael Cascone Jr. "In anticipation of our customers' needs in the future, we are forming three geographic business units in the state that will serve as the primary focus for the day-to-day business operations."

The five current regions will be reconfigured into three geographic business units (GBU). The GBU structure aligns the company's key functions and business units more closely to its customers. "The new geographic business units will also help BCBSF work closer with our provider partners and will allow us to provide quality, cost-effective health plans in a way that is valued by our customers," Cascone said. The main offices for the three geographic business units will be Jacksonville (North Florida); Orlando (Central Florida); and Miami (South Florida).

The following promotions are effective immediately:

Robert Lufrano, M.D., executive vice president, geographic business units and operations;

- More -

BCBSF Promotions
Add One
4/3/97

Ernie Brodsky, senior vice president of the north Florida geographic business unit;

Peter Burchett, senior vice president of the central Florida geographic business unit;

Paul Jennings, senior vice president of the south Florida geographic business unit;

Barbara Benevento, senior vice president of health care services;

Bruce Davidson, senior vice president of government programs, public affairs and diversified business;

Catherine Kelly, senior vice president of human resources;

Dudley Mendheim, senior vice president of capability development;

Larry Payne, senior vice president of operations; and

Nick Stam, senior vice president of information systems.

BCBSF is an independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies nationwide. A financially strong, tax-paying mutual insurance company, BCBSF is subject to the same regulation by the Department of Insurance as other insurers operating in Florida.

###